

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 20, 1998

RJR Account #447000  
Mr. G. Burns  
MUTUAL WHOLESAL

**SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER**

Dear Gene:

Attached are July orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with *July Salem Tear Tape* product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you \$7.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

**Display Detail / Item #541964**

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L \_ 9 8 \_ . 3 0 / \_ 1 P K \_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

cc: J. McLean  
Enc. Retailer Letter  
Retail Customer List

307RSAL.DOC

51844 9124

MUTUAL WHOLESALE

## **JULY DELIVERY** **SALEM TEAR TAPE**

**\*\*\*UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT  
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED\*\*\***

**PO #062998**

**19 SKUs of Displays (Item #541964)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	0
12300-24196	Light	1
12300-24197	Light 100	1

**PRODUCT / DISPLAYS ARRIVAL:** JUNE 29, 1998

**SHIP DATE TO RETAIL:** WEEK OF: JULY 13, 1998

**EFT \$ AMOUNT:** \$973.83

**PACKING / SHIPPING PAYMENT** \$21.00  
(3 (6M) promoted case(s) @ \$7.00).

### **JULY Drive Period 807 / Promotion #800438**

**PROMOTION DESCRIPTION:** EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

**JULY DELIVERY**

51844 9125

BPEN5BB2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 25  
 DATE: 98-04-29  
 TIME: 03:31 PM

 WHOLESALER : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>  
 TEMPLATE : 800438 80700 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	2		3	2	7	0353-0100	
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	2		3	1	6	0353-0100	
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	1	1	1	1	4		
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760			1	1	2		902544
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904			2	1	3	3665-0000	
162204	162226	753151	VINNY MART	266 CHENANGO ST #	BINGHAMTON	NY	13901	1	1	1	1	4		
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904			1		1	2890-0000	
162205	162231	171166	GREGGS BIG M #721	ROUTE 11	WHITNEY POI	NY	13862	1	1	3	1	6		
162205	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1		1		2		
162205	162233	691489	E-Z MART #4	RT 12	GREENE	NY	13778	1	1	1	1	4		
162206	162233	171409	BARTLE PHARMACY	PO BOX 634	OXFORD	NY	13830	2	1	1	1	5		
162206	162233	171481	YE OLDE POLKE STORE	RR 4 BOX 235	NORWICH	NY	13815			1		1		
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	2	1	2	1	6		
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANN	NY	12430			1		1		
162210	162233	688210	STURGESS PHARMACY	52 MAIN STREET	UNADILLA	NY	13849	1	1		3	5		
162210	162233	727917	WALTON VARIETY	137 DELAWARE ST	WALTON	NY	13856	4	2	3	2	11		
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1	1	1	1	4		
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	1	1	5	1	8		
162204	162226	693725	GREAT BEND SUNOCO	RR 1 BOX 19	GREAT BEND	PA	18821	2	2	2	2	8	5405-0000	

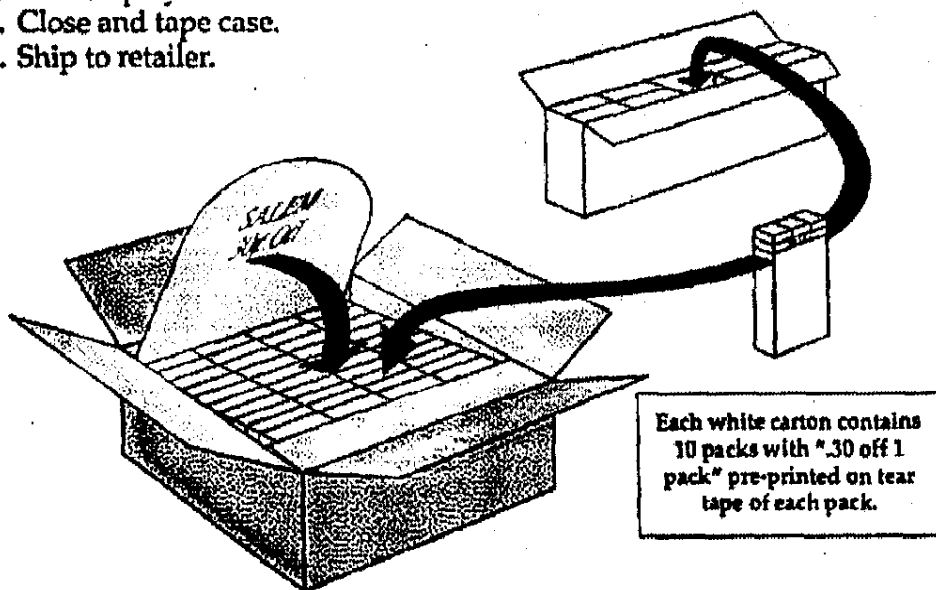
PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 22 13 33 20 88

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 22 13 33 20 88

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**WHOLESALE PACKING INSTRUCTIONS****SALEM TEAR TAPE 3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: SAL 98 30 / 1 PK

Brand Style						
Number of Cartons						